



## Nathalié Bjurenborg Wirf appointed new Head of Affiliates

**Spiffbet's casino operations have been growing rapidly under the past six months and with 12 brands in the portfolio affiliate marketing needs to be well organised and efficiently managed. As of March 22, 2021, Nathalie Bjurenborg Wirf joins Spiffbet as head of affiliates. She has a solid background in marketing and vast managerial experience.**

Nathalie Bjurenborg Wirf

Spiffbet's casino operations have expanded rapidly during the last six months. Currently the company operates 12 casino brands. Nathalie Bjurenborg Wirf joins Spiffbet as head of affiliates on March 22, 2021. Bjurenborg Wirf has a solid background in affiliate management and marketing, as well as a vast managerial experience. Before joining the Spiffbet team Bjurenborg Wirf held the position of Senior Affiliate Manager at the European casino operator "Casumo" and before that she occupied similar roles in prominent igaming operators such as Mr Green and Global Gaming. In 2019 Nathalié Bjurenborg Wirf was the first runner up in Igaming Idols - affiliate manager of the year, she also was nominated as "industry achiever" at WIG Diversity the same year. When Nathalié Bjurenborg Wirf was in charge of Nordic region at Mr Green the affiliate program also won affiliate program of the year at EGR Nordics."

*We are extremely excited for Nathalié joining our team! She has many years of experience in affiliate management and can take us to the next level in customer acquisition as well as building a top-notch team. With all the brands we have recently acquired we need to find a structure how we are working with affiliation in a way we have never done before. This will be one of Nathaliés main tasks to start with",* says Spiffbet's Head of Casino Operations Maria Boelius in a comment.

*"I am thrilled to be joining the Spiffbet-team as Head of Affiliates! The potential with Spiffbet is massive, especially now when we have over 12 strong casino brands. I am sure that with my years of experience within affiliation will help us to create a top affiliate programme and that Spiffbet will be the most preferred partner for affiliates to work with. I will put all my effort into finding ways to achieve the best possible results for both the affiliates that work with us and Spiffbet's casino brands. This is the perfect opportunity for me and ready to jump right into it and get this exciting journey going!",* comments Nathalié Bjurenborg Wirf Head of Affiliates within the Spiffbet-group.

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### About Spiffbet

Spiffbet operates online casino under the brands Metal Casino, Cashmio, Supernopea, Buster Banks, Sir Jackpot, Live Lounge, Wishmaker, Goliath Casino and Bellis Casino as well as game production under the brands Spiffbet Casino, STHLMGAMING and Spiffbet Sports. Spiffbet's online casinos offers entertainment and a first-class gaming experience in a responsible environment. Spiffbet's game production is focused on offering a wide range of

different types of games to suit different customers and markets globally. Spiffbet's ambition is to continue to acquire new online gaming businesses. The operational activities are conducted in the subsidiaries Vrtcl Gaming Ltd, Goliath Ltd, Mozebra Ltd, Spiffbet Malta Ltd. and SpiffX Curacao N.V

Spiffbet AB is listed on the Nasdaq First North Growth Market with the ticker SPIFF and G&W Fondkommission as certified advisor, e-mail: [ca@gwkapital.se](mailto:ca@gwkapital.se), phone +46 8 503 000 50.